SCHEDULE
(used for interviewing tourists)

1. Place of interview ...........................................
2. Date and time ................................................

(tick marks to be put in appropriate box in all cases)

1. Respondents Name ..................................................
2. Nationality of the Respondent
   Japan ☐ Republic of Korea ☐
   Singapore ☐ Malaysia. ☐
3. Age of the Respondent:
   Below 25 years. ☐ 25-35 years. ☐ 35-45 years ☐
   45-55 years ☐ 55-65 years ☐ 65 & above ☐
4. Gender of the Respondent: Male ☐ Female ☐
5. Marital Status of the Respondent: Married ☐ Single ☐
6. Educational Qualification of the Respondent:
   No Education ☐ Secondary or Upper Secondary ☐
   Higher Education ☐ Technical Education ☐
7. Occupation of the Respondent:
   Business/Industrialist/Trader/Shop owner
   Professional ☐ Government service ☐ Private service ☐
   Priest/Monk ☐ Student/Researcher ☐ Politician/Leader ☐
   Social Worker ☐ Agriculturist ☐ Retired ☐
   Others-10 (Specify) ..............................................
8. Respondent travelling with:
   With Family ☐ With Friends ☐ With Family & Friends ☐
   With Colleagues ☐ Alone-6 ☐
9. Respondents proposed length of stay in India:

- Less than 7 days
- 7-14 days
- 14-21 days
- 21-28 days
- 28 days and more

10. Prime attraction in India:

- Historical / Cultural
- Spiritual
- Business related / Official Tours
- Nature
- Educational Tours / Excursions
- Adventure / Sports
- Conference / Seminar related
- Social Tours

11. Tourists' rating of travel experience

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>OK</th>
<th>Need Improvement</th>
<th>Very Poor</th>
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</thead>
<tbody>
<tr>
<td>i) Tourist attraction</td>
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<td>ii) Status of air connectivity with tourists' home country and the air tariff</td>
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<td>iii) Visa and immigration formalities</td>
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<td>iv) Quality of accommodation</td>
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<td>v) Ambience</td>
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<td>vi) Hygiene</td>
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<td>vii) Up-keep of tourist sites</td>
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<td>viii) Accommodation tariff</td>
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<td>ix) Availability of medicinal and health care facilities</td>
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<td>x) Security measures by local administration</td>
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<td>xi) Food and catering</td>
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<td>xii) Food prices</td>
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<td>xiii) Shopping facilities and souvenirs</td>
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<td>xiv) Public transport facilities</td>
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<td>xv) Quality of roads</td>
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<td>xvi) Time required for travel</td>
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<td>xvii) Co-operation for tourist information centre</td>
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<td>xviii) Availability of travel agents and local tour operators</td>
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<td>xix) Attitude of the local people</td>
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<td>xx) Recreational facilities</td>
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12. To which of the following dimensions, does the respondent generally assigned importance while choosing destination-country (for any forthcoming visit)?

i) Tourist attractions

ii) Status of air connectivity with tourists home country & the air tariff

iii) Visa/immigration formalities.

iv) Quality of Roads (in destination country)

v) Public transport facilities (Air, Rail & Road transport)

vi) Hygiene

vii) Time required for travel

viii) Ambience

ix) Security measures by local administration

x) Quality of accommodation

xi) Attitude of the local people

xii) Shopping facilities and souveniers

xiii) Availability of Travel Agents & Local Tour Operators

xiv) Availability of medicinal & Health care facilities

xv) Accommodation tariff

xvi) Recreational activities

xvii) Co-operation from tourist information centres

xviii) Food and catering

xix) Food prices

xx) Up-keep of tourist sites

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